

## The Institute for Creative and Cultural Entrepreneurship Goldsmiths, University of London UK

ICCE delivers enterprise education to the creative and cultural sectors internationally, and supports research in to new approaches to business and financial models in the Creative Economy. It delivers a range of academic programmes and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish. Our approach is to integrate entrepreneurship within the development of creative practices, and to take a creative approach to the development of new businesses and the infrastructure that supports them.

The Institute for Creative and Cultural Entrepreneurship works across Goldsmiths College and its partners to encourage entrepreneurial attitudes in all of its work. It takes the view that Entrepreneurship is the creation of value, this value could be social, aesthetic or financial, and that when entrepreneurial activity is strong the three strands are interwoven.

ICCE recognises that the 21<sup>st</sup> Century economy, and the creative economy in particular already demands flexible, responsive individuals with capacities that will include the ability to handle complex working portfolios: the complexity of the value chain in the creative industries is already emerging, as digital convergence and new ways of working (from the impact of multi-core processing in games to the increasing prevalence of working across art forms in cultural production) increase the challenges of the business model and require more sophisticated, confident and integrated project management. Business and entrepreneurial skills will not themselves produce a better creative product, but they will enable risk and entrepreneurial challenges to be managed to help the best creative products to succeed. The creative industries are in a new situation for business: the existence of huge and every-expanding choice in a very crowded market means that the power of the consumer is of a very different character to that embraced by conventional business models. In this setting, one of the key issues for business is how to manage risk, in a context where risk is what creativity is all about.

There is a further reason why ICCE becomes important: in permitting collaborative creative work. Artistic creativity and graduate employment increasingly blur the old boundaries of subject disciplines – music, drama, dance, fine art, design, communications, media and technology. ICCE will, as part of its mission, not only contribute to the evolution of these disciplines but also serve as an area for experimentation within which new creative alliances can be forged and tested so that students' imaginations can move through and beyond the current subject demarcations and into new fields of creativity and employment. In a world of employment that increasingly demands both flexibility and specialism within a sophisticated understanding of communications technology, ICCE will provide through its network of knowledge not only the launch-pad for graduates, but also a model for inter-disciplinary work elsewhere.

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